



# CITY OF HARTFORD

## DEPARTMENT OF HEALTH AND HUMAN SERVICES

131 Coventry Street  
Hartford, Connecticut 06112

Telephone: (860) 543-8860  
Fax: (860) 722-6851  
[www.hartford.gov](http://www.hartford.gov)



**EDDIE A. PEREZ**  
Mayor

**CARLOS RIVERA**  
Director

## **A HEALTHY HARTFORD IS A PRODUCTIVE HARTFORD**

### **--- NEWS AND COMMUNITY RELEASE---**

(May 7, 2009) --- Mayor Eddie A. Perez and Health and Human Services Director Carlos Rivera are pleased to launch the "Healthy Hartford" wellness campaign. A news conference was held today at City Hall to announce the goal of the campaign which is to increase the availability of health related information designed to influence healthy choices for Hartford residents. Attending today's kick-off event were health advocate partners Dr. Cato Laurencin, Vice President of Health Affairs and Dean of the School of Medicine, UCONN, Jeannette DeJesus, Executive Director at the Hispanic Health Council, and Alfreda Turner, President and CEO of The Charter Oak Health Center.

The upcoming events include:

1. Healthy Women, Beautiful Women on Thursday May 14<sup>th</sup> from 9:30 a.m. to 2:30 p.m. at Pope Park
2. Healthy Employees on Friday, May 29<sup>th</sup> from 9:00 a.m. to 1:00 p.m. in the City Hall Atrium
3. Healthy Men Make Healthy Choices on Saturday, June 6<sup>th</sup> from 10:00 a.m. to 2:00 p.m. in the City Hall Atrium
4. Healthy Youth on Saturday, June 13<sup>th</sup> from 9:00 a.m. to 2:00 p.m. at Riverfront Recapture
5. Healthy Communities, a Stress OUT day on Friday, June 19<sup>th</sup> from 3:00 p.m. until dark at Bushnell Park.
6. Healthy Seniors Value Health- Wednesday July 22 from 9: a.m. to 2:00 p.m. at the NEAT Market Place and at the North End Senior Center.

Mayor Perez says, "A Healthy Hartford is a more productive Hartford. When we eat right, exercise, and not smoke, we are making healthier choices that affect the rest of our lives. Our kids will do better in school and our businesses will have a more productive workforce"

In January of 2008, Mayor Perez announced that the City of Hartford must have equal access to affordable health care. That February, a Task Force, chaired by HHS Director Carlos Rivera began to answer very important questions including: Who are the uninsured? What are their primary medical concerns? How can we encourage people to make healthier choices?

The Task Force was made up of health care providers, insurers, and medical professionals to help find public/private partnerships to help serve the 33,000 residents who are either uninsured or underinsured.

"Smoking, obesity and asthma are the three biggest health threats facing our City that lead to larger health issues including heart disease and diabetes," says Carlos Rivera. "By offering access to education and disease prevention to help our resident make healthier choices, we will truly begin creating a Healthy Hartford."

Stay tuned for community reminders of these Healthy Hartford events on Government Cable Access TV Channel 96 and on [www.hartford.gov](http://www.hartford.gov).